

## Audio Description: Process and Product Examined

Assistant Professor of Translation Studies, Department of English Language and Literature, Shahid Chamran University of Ahvaz, Ahvaz, Iran

### Abstract

Audio Description (AD), a type of inter-semiotic translation within audio-visual translation (AVT), is a media accessibility service that makes visual content accessible for those who are blind or partially sighted and those with cognitive and learning disabilities. Audio description provides additional narration to elucidate visual components essential to the narrative in films, television programs, live performances, and other media. AD is a comparatively recent technique in Iran; scholarly investigation into this translation mode is still scarce. This qualitative study evaluates the quality of audio descriptions in two English classical feature films audio described in Persian, according to ADLAB project standards. Furthermore, we conduct comprehensive interviews with blind and partially sighted viewers to evaluate their response to the audio descriptions, revealing insights into the narratives' clarity, coherence, and emotional impact. The study's results may benefit AVT translator trainees, AD producers, and all other parties engaged in the Iranian media accessibility process.

**Keywords:** “audio description,” “audio-visual translation,” “media accessibility.”